# Author Index

Allaway, Arthur W., 21:209
Anglin, Kenneth A., 21:195
Asssel, Henry, 20:191

Balazas, Anne L., 20:171
Beatty, Sharon E., 21:159
Bitner, Mary Jo, 20:123
Bowen, David E., 20:71
Burns, Alvin C., 21:195

Chen, Yueh H., 21:19
Childers, Terry L., 21:363
Cravens, David W., 20:217
Crosby, Lawrence A., 20:123
Czepiel, John A., 20:13

Danko, William D., 21:39
Darden, William R., 21:177, 289
Dielman, Terry, 20:217
Dorsch, Michael J., 21:289
Dröge, Cornelia, 21:119
Dubinsky, Alan J., 21:363

Fatemi, Ali, 20:317
Fields, M. Andrew, 21:143
Finn, Adam, 21:259
Folger, Robert, 20:1
Fraser, Cynthia, 20:249, 21:335

Gentry, James W., 21:195
George, William R., 20:63
Germain, Richard, 21:119
Gill, James D., 20:123
Graham, John L., 20:191
Gronroos, Christian, 20:3
Grossbart, Sanford, 21:209
Grunert, Susanne C., 20:97
Gutman, Jonathan, 20:153

Hampton, Ronald, 21:225
Harris, John M., 21:59
Helgeson, James G., 21:69
Hensel, James S., 20:43
Hite, Robert E., 20:249, 21:335
Hoffman, Alan N., 20:333
Hong, Jae W., 20:135
Hortman, Sandra M., 21:209

Jensen, Thomas D., 20:145
Jolibert, A., 20:109
Jones, Gareth R., 20:23

Kahle, Lynn R., 20:81, 20:183
Kamins, Michael A., 20:191
Kilbourne, William E., 21:131
Kroll, Mark, 20:349

Laczniak, Russell N., 20:263
Lamb, Charles W. Jr., 20:217
Lapidus, Richard S., 21:225
Lawson, Robert, 20:135
Leone, Robert P., 21:179
Lin, Winston T., 21:19
Louviere, Jordan, 21:259

Martin, Greg, 21:277
Mason, J. Barry, 21:209
Mills, Peter K., 20:31
Mindak, William, 20:1
Misra, Shekhar, 21:159
Mittelstaedt, Robert A., 21:243
Moncrief, William C., 20:217
Muehling, Darrel D., 20:263
Mulhern, Francis J., 21:179

Ozment, John, 21:277

Pollay, Richard W., 20:83
Price, Linda L., 20:293

Rammohan, B., 21:225
Rasp, John, 21:209
Rodgers, William C., 21:19

Safizadeh, M. Hossein, 20:317
Samiee, Saeed, 20:235

Journal of Business Research 21, 383–384 (1990)
© 1990 Elsevier Science Publishing Co., Inc.
655 Avenue of the Americas, New York, NY 10010

0148-2963/90/$3.50

Schaninger, Charles M., 21:39
Scherhorn, Gerhard, 20:97
Schneider, Kenneth C., 21:91
Shrader, Charles B., 20:333
Simmons, Susan A., 20:349
Singh, Raghavendra, 20:145
Sinkula, James M., 21:1
Skinner, Steven J., 21:363
Spivey, Michael F., 21:59
Stassen, Robert E., 21:243
Stearns, Timothy M., 20:333
Steenkamp, Jan-Benedict E.M., 21:309
Stoltman, Jeffrey J., 21:195
Synodinos, Nicholas E., 20:161
Szewczyk, Samuel H., 21:109

Tansik, David A., 20:55
Tse, David K., 20:83

Ursic, Michael L., 21:69

Valette-Florence, P., 20:109
Varma, Raj, 21:109
Venkatraman, Meera P., 20:293

Walters, Peter G.P., 20:235
Wang, Zheng-Yuan, 20:83
Webster, Cynthia, 21:345
Weeks, William A., 20:183
White, Donald D., 20:145
Wright, Peter, 20:349

Yi, Youjae, 20:279

Zinkhan, George M., 20:135

# Subject Index

BUSINESS RESEARCH MODELS
Cognitive Response Involvement Model of the Process of Product Evaluation Through Advertising Exposure and Trial (Kamins, Assael, Graham), 20:191
Retail Promotional Advertising: Do the Number of Deal Items and Size of Deal Discounts Affect Store Performance? (Mulhern, Leone), 21:179
Sequential Modeling Approach for Redeploying Selling Effort in Field Salesforces (Cravens, Moncrief, Lamb, Dielman), 20:217

CONSUMER BEHAVIOR
An Action Strategy Approach to Examining Shopping Behavior (Darden, Dorsch), 21:289
Celebrity Spokesperson and Brand Congruence: An Assessment of Recall and Affect (Misra, Beatty), 21:159
Delayed Effects of Advertising Moderated by Involvement (Laczniak, Muehling), 20:263
Differentiating Between Cognitive and Sensory Innovations: Concepts, Measurements, and Implications (Venkatraman, Price), 20:293
Direct and Indirect Approaches to Advertising Persuasion: Which is More Effective? (Yi), 20:279
An Empirical Evaluation of the Gilly-Enis Updated Household Life Cycle Model (Danko, Schaninger), 21:39
Environmental Dispositions and Customer Response to Store Atmospheres (Grossbart, Hampton, Rammohan, Lapidus), 21:225
The Impact of Choice Phase and Task Complexity on Consumer Decision Making (Ursic, Helgeson), 21:69
Multisegment Analysis of Supermarket Patronage (Hortman, Allaway, Mason, Rasp), 21:209
Perceptual Biases in Affirmative Disclosures in Print Ads (Kilbourne), 21:131
Shopping Behavior and Retail Merchandising Strategies (Mittelstaedt, Stassen), 21:243
Shopping-Center Patronage Models: Fashioning a Consideration Set Segmentation Solution (Finn, Louviere), 21:259
Situational Influences on the Consumer Decision Sequence (Stoltman, Gentry, Burns), 21:195

FINANCE
Economic and Sociopolitical Determinants of Exchange Controls (Safizadeh, Fatemi), 20:317
Investment Horizon and Beta Coefficients (Lin, Chen), 21:19
Pollution Control Revenue Bond Sales and Public Utility Share Prices (Varma, Szewczyk), 21:109
Systematic Pricing During the Stock Crash: Assessing Market Efficiency (Harris, Spivey), 21:59
The Wealth Effects of Corporate Lawsuits: Pennzoil v. Texaco (Fields), 21:143

MARKETING RESEARCH
Changes in the Competitive Environments of Rural Trade Areas: Effects of Discount Retail Chains (Ozment, Martin), 21:277

Journal of Business Research 21, 385–387 (1990)
© 1990 Elsevier Science Publishing Co., Inc.
655 Avenue of the Americas, New York, NY 10010

0148-2963/90/$3.50

Conceptual Model of the Quality Perception Process (Steenkamp), 21:309
Cutting Edge Research in Retailing (Darden), 21:177
Difference Between Nonrespondents and Refusers in Market Surveys Using Mixed Modes of Contact (Schneider, Rodgers), 21:91
Impact of International Marketing Strategies on Performance in Diverse Global Markets (Fraser, Hite), 20:249
Interdisciplinary Study of Service: Some Progress, Some Prospects (Bowen), 20:71
Perceived Characteristics, Organizational Factors, and the Utilization of External Market Research Suppliers (Sinkula), 21:1
Toward the Measurement of the Marketing Culture of a Service Firm (Webster), 21:345
Wholesale Operations and Vendor Evaluation(Germain,Dröge),21:119

ORGANIZATIONAL THEORY AND BEHAVIOR
Configuration and Coordination of Global Advertising (Hite, Fraser), 21:335
Determinants of Chief Executive Officer Compensation Following Major Acquisitions (Kroll, Simmons, Wright), 20:349
Governing Customer-Service Organization Exchange (Jones), 20:23
Interdisciplinary Study of Service: Some Progress, Some Prospects (Bowen), 20:71
Internal Marketing and Organizational Behavior: A Partnership in Developing Customer-Conscious Employees at Every Level (George), 20:63
Leadership Substitutes as Moderators of Sales Supervisory Behavior (Childers, Dubinsky, Skinner), 21:363
On the Quality of Services in Encounters: An Agency Perspective (Mills), 20:31
Relationship Approach to Marketing in Service Contexts: The Marketing and Organizational Behavior Interface (Gronroos), 20:3
Service Encounters and Service Relationships: Implications for Research (Czepiel), 20:13
Structure, Context, and Centrality in Interorganizational Networks (Hoffman, Stearns, Shrader), 20:333
Toward Integration of Marketing and Organization Behavior in Service Economy (Mindak, Folger), 20:1

SERVICE DELIVERY SYSTEMS
Balance in Service Systems Design (Tansik), 20:55
Service Quality Improvement and Control: A Customer-Based Approach (Hensel), 20:43

SOCIAL VALUES RESEARCH
Achievement and Affiliation Motivation: Changing Patterns in Social Values as Represented in American Advertising (Zinkhan, Hong, Lawson), 20:135
Adding Meaning to Values by Directly Assessing Value—Benefit Relationships (Gutman), 20:153
Advertising, Propaganda, and Value Change in Economic Development: The New Cultural Revolution in China and Attitudes Toward Advertising (Pollay, Tse), 20:83
Consumer Values in West Germany Underlying Dimensions and Cross-cultural Comparison with North America (Grunert, Scherhorn), 20:97
Contemporary Research on Consumer and Business Social Values (Kahle), 20:81
Environmental Attitudes and Knowledge: A Comparison of Marketing and Business Students with Other Groups (Synodinos), 20:161
Impact of Gender, Hierarchial Position, and Leadership Styles on Work-related Values (Jensen, White, Singh), 20:145
Organizational Structure of Values (Crosby, Bitner, Gill), 20:123
Social Values and Salespeople's Effort: Entrepreneurial Versus Routine Selling (Weeks, Kahle), 20:183
Social Values, A.I.O., and Consumption Patterns (Valette-Florence, Jolibert), 20:109

Value Congruency: The Case of the "Socially Responsible" Firm (Balazs), 20:171

TRADE
Influence of Firm Size on Export Planning and Performance (Samiee, Walters), 20:235

# JBR
## Journal of Business Research

VOLUME 20, NUMBER 1, JANUARY 1990


## Contents


**Introduction: Toward Integration of Marketing and Organizational Behavior in the Service Economy** 1
William Mindak and Robert Folger

**Relationship Approach to Marketing in Service Contexts: The Marketing and Organizational Behavior Interface** 3
Christian Gronroos

**Service Encounters and Service Relationships: Implications for Research** 13
John A. Czepiel

**Governing Customer–Service Organization Exchange** 23
Gareth R. Jones

**On the Quality of Services in Encounters: An Agency Perspective** 31
Peter K. Mills

**Service Quality Improvement and Control: A Customer-Based Approach** 43
James S. Hensel

**Balance in Service Systems Design** 55
David A. Tansik

**Internal Marketing and Organizational Behavior: A Partnership in Developing Customer-Conscious Employees at Every Level** 63
William George

**Interdisciplinary Study of Service: Some Progress, Some Prospects** 71
David E. Bowen

# JBR
## Journal of Business Research

VOLUME 20, NUMBER 2, MARCH 1990


## Contents


**Contemporary Research on Consumer and Business Social Values** 81
Lynn R. Kahle

**Advertising, Propaganda, and Value Change in Economic Development: The New Cultural Revolution in China and Attitudes Toward Advertising** 83
Richard W. Pollay, David K. Tse, and Zheng-Yuan Wang

**Consumer Values in West Germany Underlying Dimensions and Cross-cultural Comparison with North America** 97
Susanne C. Grunert and Gerhard Scherhorn

**Social Values, A.I.O., and Consumption Patterns: Exploratory Findings** 109
P. Valette-Florence and A. Jolibert

**Organizational Structure of Values** 123
Lawrence A. Crosby, Mary Jo Bitner, and James D. Gill

**Achievement and Affiliation Motivation: Changing Patterns in Social Values as Represented in American Advertising** 135
George M. Zinkhan, Jae W. Hong, and Robert Lawson

**Impact of Gender, Hierarchial Position, and Leadership Styles on Work-related Values** 145
Thomas D. Jensen, Donald D. White, and Raghavendra Singh

**Adding Meaning to Values by Directly Assessing Value–Benefit Relationships** 153
Jonathan Gutman

**Environmental Attitudes and Knowledge: A Comparison of Marketing and Business Students with Other Groups** 161
Nicholaos E. Synodinos

**Value Congruency: The Case of the "Socially Responsible" Firm** 171
Anne L. Balazs

**Social Values and Salespeople's Effort: Entrepreneurial Versus Routine Selling** 183
William A. Weeks and Lynn R. Kahle

# JBR
## Journal of Business Research

VOLUME 20, NUMBER 3, MAY 1990


## Contents


**Cognitive Response Involvement Model of the Process of Product Evaluation Through Advertising Exposure and Trial** 191
Michael A. Kamins, Henry Assael, and John L. Graham

**Sequential Modeling Approach for Redeploying Selling Effort in Field Salesforces** 217
David W. Cravens, William C. Moncrief, Charles W. Lamb, Jr., and Terry Dielman

**Influence of Firm Size on Export Planning and Performance** 235
Saeed Samiee and Peter G. P. Walters

**Impact of International Marketing Strategies on Performance in Diverse Global Markets** 249
Cynthia Fraser and Robert E. Hite

**Delayed Effects of Advertising Moderated by Involvement** 263
Russell N. Laczniak and Darrel D. Muehling

**Erratum** 278

# JBR
## Journal of Business Research

VOLUME 20, NUMBER 4, JUNE 1990


## Contents


**Direct and Indirect Approaches to Advertising Persuasion: Which Is More Effective** 279
Youjae Yi

**Differentiating Between Cognitive and Sensory Innovativeness: Concepts, Measurement, and Implications** 293
Meera P. Venkatraman and Linda L. Price

**Economic and Sociopolitical Determinnts of Exchange Controls** 317
M. Hossein Safizadeh and Ali Fatemi

**Structure, Context, and Centrality in Interorganizational Networks** 333
Alan N. Hoffman, Timothy M. Stearns, and Charles B. Shrader

**Determinants of Chief Executive Officer Compensation Following Major Acquisitions** 349
Mark Kroll, Susan A. Simmons, and Peter Wright

**Call for Papers** 367